

Statistics

Population (2003)

| | | | |
|-------|----------------|-----------|--------------------------------|
| Utah: | 2,080,821 | metro | (0.9% of total U.S. metro) |
| | <u>270,646</u> | non-metro | (0.5% of total U.S. non-metro) |
| | 2,351,467 | total | |

| | | | |
|----------------|-------------------|-----------|--|
| United States: | 241,395,996 | metro | |
| | <u>49,413,781</u> | non-metro | |
| | 290,809,777 | total | |

Farm-Related Employment (2000)

| | | |
|----------------|-----------------|----------------------------------|
| Utah: | 196,470 jobs | (14.3% of total Utah employment) |
| United States: | 25,834,574 jobs | (15.6% of total U.S. employment) |

Number of Farms (2002)

| | | |
|----------------|-----------|----------------------------|
| Utah: | 15,282 | (0.7% of total U.S. farms) |
| United States: | 2,128,982 | |

Average Farm Size (2002)

| | |
|----------------|-----------|
| Utah: | 768 acres |
| United States: | 441 acres |

Market Value of Agricultural Products Sold (2002)

| | |
|----------------|-----------------|
| Utah: | \$1.1 billion |
| United States: | \$200.6 billion |

Rank among all States in market value of agricultural products sold (2002): #37

Top 5 Agricultural Commodities (2002)

| Commodity | Value of receipts (thousand \$) | Percent of U.S. value |
|--------------------|---------------------------------|-----------------------|
| Cattle and calves | 356,693 | 0.9 |
| Dairy products | 193,402 | 0.9 |
| Hay | 120,059 | 2.6 |
| Hogs | 105,450 | 1.1 |
| Greenhouse/nursery | 62,406 | 0.4 |

Value of Agricultural Products Sold Directly to Consumers (2002)

Utah: \$7.0 million
United States: \$812.2 million

Farmers Markets (2004)

Utah: 20
United States: 3,617

Market Value of Certified Organic Commodities (2002)*

Utah: \$437,000
United States: \$392.8 million

*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

Certified Organic Acreage (2001)

Utah: 33,530 acres
United States: 2,343,857 acres

USDA-Accredited Organic Certifying Agents (2005)

Based in Utah: 1
Total: 96

Marketing Products and Services

Regional Interest

Utah Participates in Southwest Marketing Network Conference

In March 2004, AMS managed an exhibit booth at the second annual Southwest Marketing Network conference in Flagstaff, AZ. Entitled *Expanding Markets for Southwest Small-Scale*,

Alternative, and Minority Producers, the conference helps agricultural producers and ranchers in Arizona, Colorado, New Mexico, as well as Utah, develop effective marketing opportunities for their farm products through information exchange and peer support. This year's conference featured five primary themes: direct sales to schools, restaurants, and institutions; niche marketing for meat and wool products; skill and leadership development; development of farmers markets and community supported agriculture (including the development of State direct marketing and farmers market associations); and Southwest food and agricultural policy. AMS participated in a discussion of available Federal resources for agricultural marketing initiatives. **The Southwest Marketing Network** is a consortium of several organizations involved in supporting small-scale, alternative, and sustainable agriculture, including: the National Center for Appropriate Technology, Farm to Table, the Farm Connection, the Traditional Native American Farmers Association, the Navajo Nation Department of Agriculture, Colorado State University, the University of Arizona, and the Henry A. Wallace Center for Agricultural and Environmental Policy at Winrock International.

Utah Participates in Food Policy Conference

Utah participated in the third annual Iowa Food Policy Conference at Drake University in Des Moines, IA, in September 2004. The theme of the conference was *The Role of Farmers Markets in America's Food System*. The conference consisted of workshops, panel discussions, and reports presented by representatives of a multi-state partnership, to provide consultation, training, and information for traditionally underserved farmers, with a focus on producers of specialty crops. The conference was sponsored by USDA's AMS and Risk Management Agencies. Other participants were from Arizona, Illinois, Iowa, Kansas, Minnesota, New Mexico, North Carolina, Oklahoma, Oregon, and Washington.

General Interest

New Farm-to-School Marketing Publication

Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals (PDF) was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

Farm-to-School Report

How Local Farmers and School Food Service Buyers Are Building Alliances (PDF) helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

Marketing via the Internet

How to Direct Market Farm Products on the Internet (PDF) is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

Trends in Farmers Markets

U.S. Farmers Markets—2000: A Study of Emerging Trends (PDF) assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations, and merchandising at farmers markets.

Market Research on Small Meat Processors

Enhancing Commercial Food Service Sales by Small Meat Processing Firms (PDF), published by AMS in cooperation with Texas A&M University, determines potential areas of

competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.